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U. S. Department of Agriculture



YEARS OF PROGRESS

ROGERS *Bros.* SEEDS *Co.*

Idaho Falls, Idaho

ESTABLISHED 1876

SPECIALISTS

PEAS



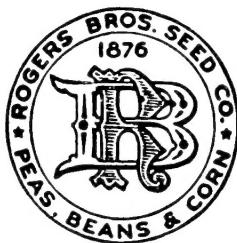
BEANS



CORN



To Commemorate
Our
Seventy-Fifth
Anniversary



ROGERS BROS. SEED CO.
IDAHO FALLS, IDAHO



High Altitude—Dry Air
and Dry Harvests Are Prime
Essentials to the Production
of High Vitality and Disease
Free Seeds.

FOREWORD

It is with much pride and pleasure that we present this brochure commemorating our 75th anniversary in the continuous service of producing peas, beans, and corn for the seed, vegetable marketing and food processing trade.

In the year 1876, two brothers, Everett E. and Austin L. Rogers founded the Rogers Bros. Seed Co., in the town of Cape Vincent in Jefferson County, New York, where pea and bean seed was grown commercially for the first time in the United States.

The business in such capable hands grew in volume and prestige until it was necessary to look for greater growing areas. In 1902, a large and complete plant was built in Alpena, Michigan, where crops were good and production was stepped up.

In 1911, the demand for these quality stocks had increased to the point where greater production was necessary. Expansion was made to the West, where a large and completely equipped plant was constructed in Idaho Falls, Idaho.

Year by year, many plants have been constructed in Wyoming, Montana, Washington, Colorado and California, where acreage and climatic conditions best assure a crop.

Trial and improvement grounds are strategically located, where diseases are studied and new varieties developed under our Research and Plant Breeding Department. Among our customers today are many whose patronage we have enjoyed almost from the foundation of the business.

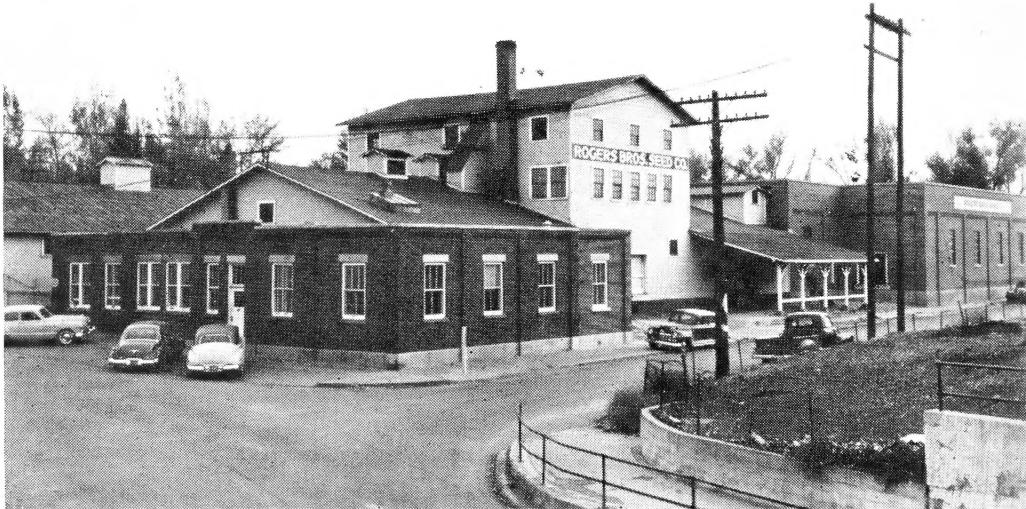
A new venture by our company in 1921 was the development of a subsidiary department for the manufacture of a new product—potato flour. We constructed a large plant for the production of potato flour in Idaho Falls, Idaho. This plant has operated successfully since then and the increased use of this product by bakers, meat packers, soup makers, etc., necessitated the construction of a still larger plant in the great potato producing area around Grand Forks, North Dakota, in the Red River Valley.

Previous to the Second World War we had experimented in potato dehydration. We were the only volume dehydrators of potatoes in this country. When the war developed, our facilities were called upon to deliver great quantities of dehydrated potato products. Since the close of the war these products have been

in demand from meat packers, in the production of hash, meat stews, baby foods, soups, etc.

Our latest development, tying in with our agricultural operation, was the establishment of a service and supply store. In this irrigated section of Idaho there has, in the last few years, been a considerable development in underground water used for irrigation. This water is pumped and put on the land through overhead sprinkler systems. We have an engineering department to draft these systems, and are the distributors of the pumps, aluminum and steel pipe, and sprinkler heads which go to make up these systems. From this store we also distribute farm chemicals, insecticides, and fertilizers, as well as a full line of spray equipment and farm hardware. This department has recently established a store in Twin Falls, Idaho, from which very much the same materials are handled.

We wish through this medium to thank every one of our customers for the business they have entrusted to us. It will be our endeavor to keep our stocks up to the highest standards to merit their continued patronage.



SALES AND PRODUCTION HEADQUARTERS
Box 30 Idaho Falls, Idaho

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R O G E R S B R O S . S E E D C O .

1951



K. D. Rosi
President

1876

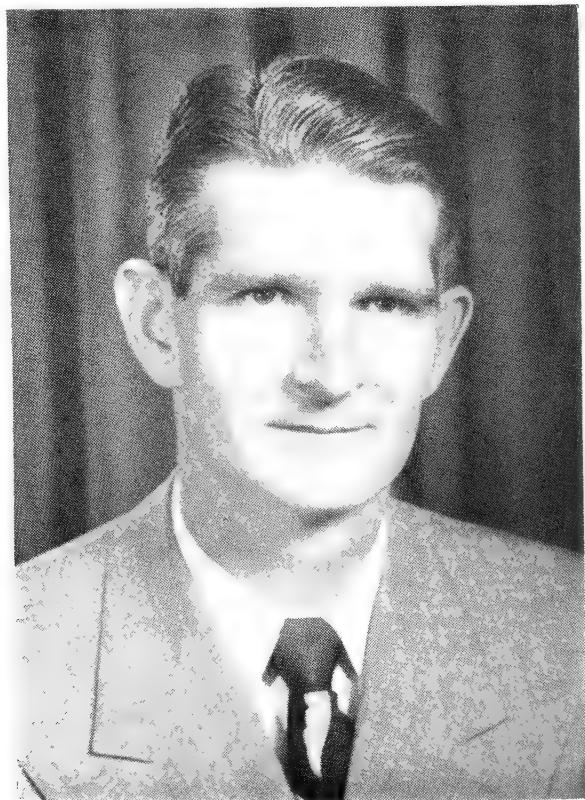
SEVENTY - FIFTH ANNIVERSARY

1951



J. M. BINGHAM
Vice President

R. K. ROSE
Secretary



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T. T. HOPKINS
*Vice President
Production*

DALE W. ISLEY
Treasurer



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DR. M. E. ANDERSON
*Research and
Plant Breeding*

LESTER V. ANDERSEN
Traffic Manager



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SEED BREEDING



ABOUNDS IN IDAHO



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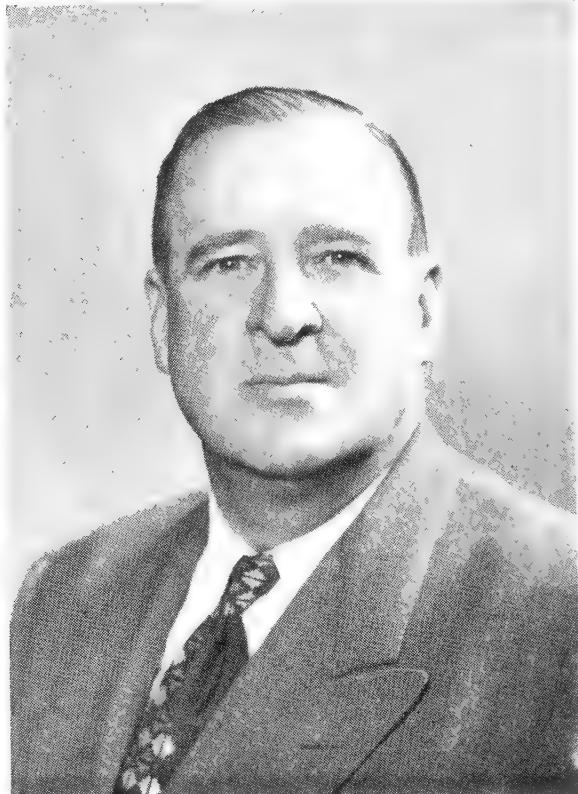


GORDON W. STERNKE
Central Representative

535 Orchard Court
Des Plaines, Ill.

Phone:
Vanderbilt 4-6467

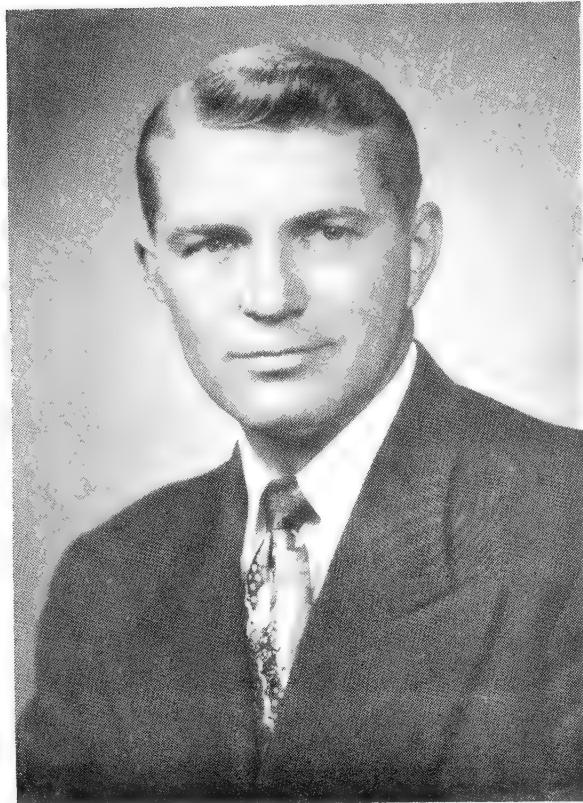
HUGH P. DORR
Eastern Representative
Hoosick Falls, N.Y.
Phone: 168R



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HARVEY W. MAUTH
Western Representative

614 South 20th St.
Caldwell, Idaho
Phone: 385J

H. G. "JERRY" WASHBURN
Southern Representative
2646 Parkside Drive N.E.
Atlanta, Ga.

Phone:
Cherokee 0476



ROGERS BREEDING AND IMPROVEMENT PROGRAM

From the beginning Rogers' aims and efforts have been to produce quality seed from high yielding strains. The history of pea and bean seed production shows a gradual westward migration as certain diseases became severe and destructive. Rogers Bros. Seed Company helped pioneer seed production in the semi-arid regions of the western intermountain areas. Here it was found that seeds of high vitality could be produced, free from bacterial blights and several other diseases which are commonly encountered in areas of more abundant rainfall. Pea and bean seed produced in the mountain valleys under irrigation are also acclaimed for their vigor and vitality.

The breeding and improvement program has been uppermost in importance throughout the history of the company. General improvement of peas and beans has been maintained through pure-line selection by careful increase of single plant progenies. All varieties of peas and beans now handled can be traced back to a single outstanding plant of each strain. Single plant selections are made each year for increase and comparison the following season. It is only by outstanding yield and performance, in comparison to other pure-lines, that such a selection is saved for seed-stock increase and distribution. In addition to pure-line selection, seed stocks are supervised throughout the growing season by well trained fieldmen and, where necessary, rogued to maintain purity and uniformity of type. Ample greenhouse space and trial grounds are available for a well balanced breeding program.

The many new varieties of Rogers origination attest the progress of our breeding department. Hybridization is only the beginning in the development of a new variety. Several years of selection, back-crossing and testing are necessary before the combination of disease resistance, quality, season, color, etc., are attained and a new variety is released for distribution. In our breeding program we also try to anticipate the ever changing "taste" of the public, processors and seedsmen. We heartily welcome the suggestions of our friends.

DESCRIPTIVE DATA

The descriptive data given for varieties are based on several years experience and observations in our western seed growing areas, with reference to season and number of days from planting to marketable condition is listed. These figures serve to show the relative maturity of different varieties and are based on years of comparison and more recently on heat unit readings.

PEAS—Canning Varieties

ALASKA

Vine									58 Days
Pod									2½ inch, light, blunt
Seed									medium size, smooth
Rogers Strain:									

Sieve	1	2	3	4	5	6	7	8
%	5.5	16	28	32	18.5			

423 Strain:

Sieve	1	2	3	4	5	6	7	8
%	6	19	38	32	5			

All Strains Wilt Resistant.

ACE (Rogers)

60 Days

Vine									32 inch, medium, dark
Pod									2½ inch, light, blunt, double
Seed									medium sized and wrinkled

Hardy, Prolific and Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
%	7	14	20	26	27	6		

BONNEVILLE (Rogers)

68 Days

Vine									28 inch, medium, dark
Pod									3½ inch, light, blunt, double
Seed									medium size, wrinkled

Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%	2.5	7.5	17	45	27	1		

CHIEF (Rogers)

70 Days

Vine									36 inch, medium, heavy, dark
Pod									2¾ inch, blunt, light
Seed									medium size, wrinkled
Sieve	1	2	3	4	5	6	7	8	
%	1.5	3.5	10.5	24	40	20.5			

CLIMAX

65 Days

Vine									36 inch, medium, dark, slender
Pod									2¾ inch, light, blunt, double
Seed									medium size, wrinkled

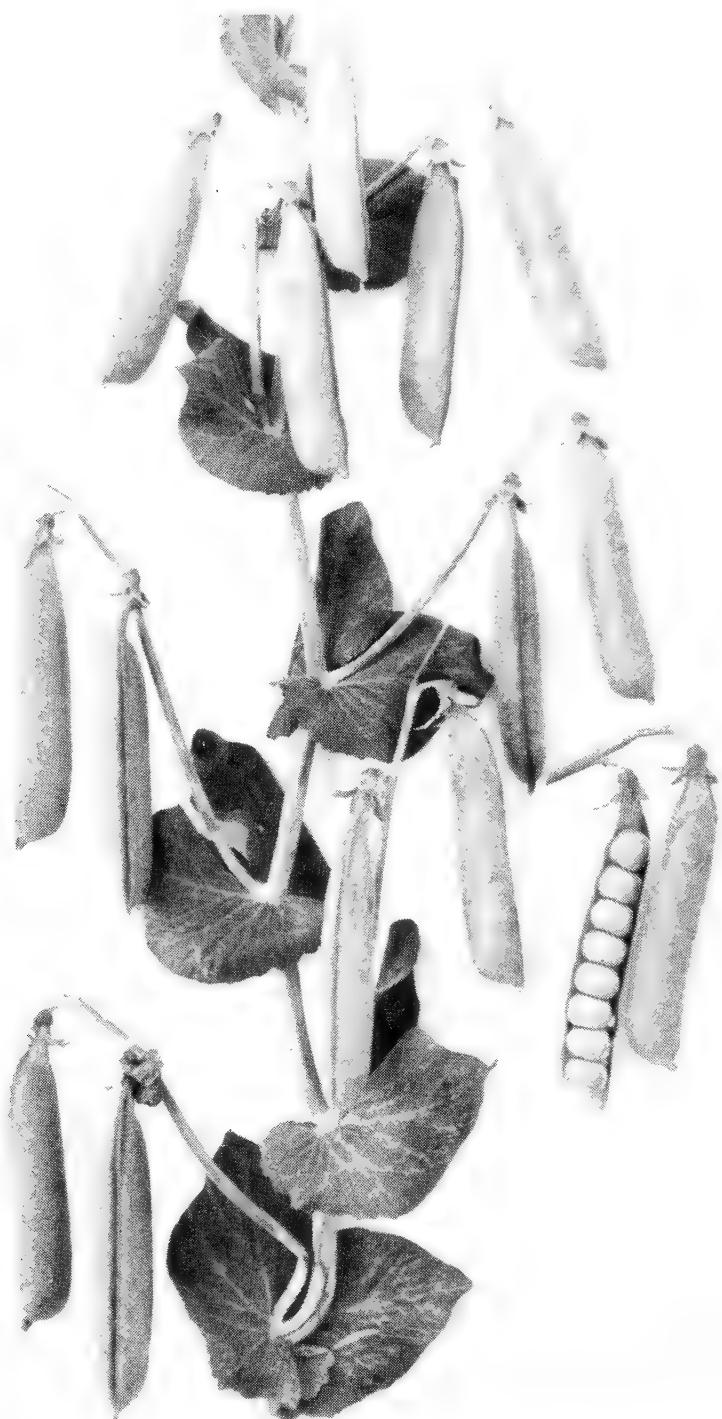
Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%	6	10	16	27	33	8		

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BONNEVILLE (Rogers)
*A Wilt Resistant Top
Quality Canning Variety*

PEAS—Canning Varieties

FAMOUS (Rogers)									72 Days
Vine					24 inch, medium dark, fairly heavy				
Pod					3½ inch, light, blunt, double				
Seed					medium size, wrinkled				
Wilt Resistant									
Sieve	1	2	3	4	5	6	7	8	
%	1	4	15	33	39	8			
KAY (Rogers)									70 Days
Vine					32 inch, slim, medium dark				
Pod					2½ inch, light, blunt, double				
Seed					small size, wrinkled				
Wilt Resistant									
Sieve	1	2	3	4	5	6	7	8	
%	3	7	37	44	9				
PERFECTION (Rogers)									70 Days
Vine					28 inch, fairly heavy, medium dark				
Pod					3½ inch, light, blunt, double				
Seed					medium size, wrinkled				
High quality—heavy producer									
Sieve	1	2	3	4	5	6	7	8	
%	2	9.5	23.5	50	14				
PERFECTION (Resistant)									72 Days
Vine					30 inch, medium heavy, dark				
Pod					3¼ inch, light, blunt				
Seed					medium size, wrinkled				
Wilt Resistant									
Sieve	1	2	3	4	5	6	7	8	
%	2	5	12	33	35	13			
PRIDE									65 Days
Vine					24 inch, medium, dark				
Pod					3¼ inch, blunt, straight, light green				
Seed					medium size, wrinkled				
Wilt Resistant									
Sieve	1	2	3	4	5	6	7	8	
%	5	10	22	34	25	3			
IMPROVED PROFUSION (Rogers)									74 Days
Vine					30 inch, medium dark, heavy				
Pod					4 inch, light, semi-blunt, well filled				
Seed					large, cream, wrinkled				

PEAS—Canning Varieties

Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%								
	1	6	26	44	21	2		

SIGNAL

74 Days

Vine		30 inch, dark green
Pod		3 1/4 inch, light green, double
Seed		large, green, wrinkled

Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%								
		3	16	21	42	18		

SURPRISE

59 Days

Vine	-	24 inch, slim, dark
Pod		2 1/2 inch, light, blunt
Seed		medium size, wrinkled

Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%								
	5	10	15	33	29	8		

WASATCH

63 Days

Vine		26 inch, fairly heavy
Pod		3 1/4 inch, light, blunt, mostly double
Seed		medium size, wrinkled

Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%								
	1	2	5	16	30	34	12	

WINNER (Rogers)

58 Days

Vine		30 inch, slim, light
Pod		2 inch, small, blunt
Seed		very small, smooth

Sieve	1	2	3	4	5	6	7	8
%								
	13	22	33	30	2			

WISCONSIN MERIT

70 Days

Vine		28 inch, medium heavy
Pod		3 1/2 inch, light, blunt
Seed		medium size, green, wrinkled

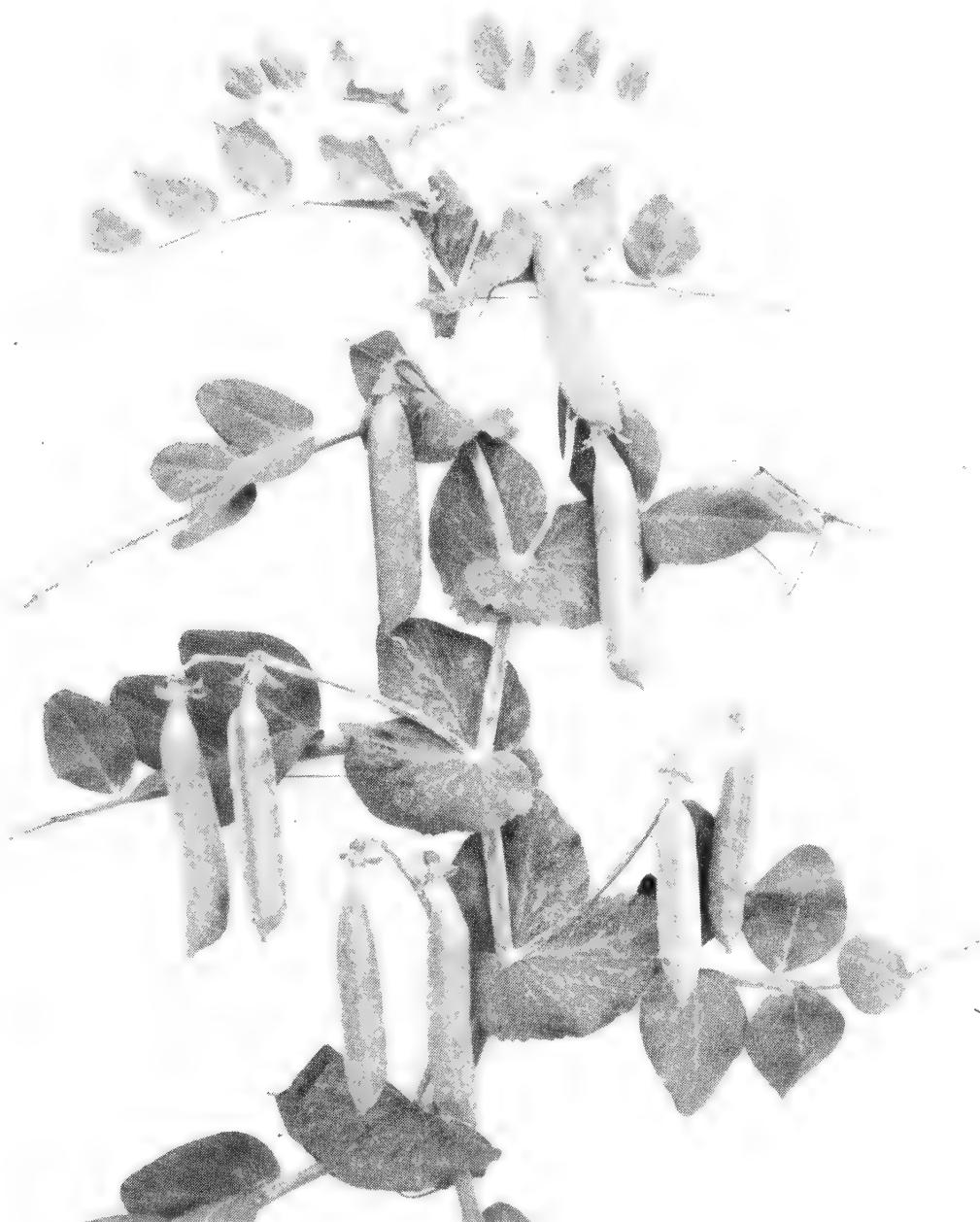
Wilt Resistant

Sieve	1	2	3	4	5	6	7	8
%								
		3	8	18	45	26		

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ROGERS BROS. SEED CO.

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WASATCH (Rogers)
*Very early, highest quality
Wilt Resistant Canning Pea.*

PEAS—Freezing Varieties

ALDERMAN (Tall Telephone)									72 Days
Vine									40 inch, dark, heavy
Pod									4½ inch, dark, pointed
Seed									very large, wrinkled
Wilt Resistant									
Sieve	1	2	3	4	5	6	7	8	
%	1	6	9	18	27	29	10		
GRADUS IMPROVED (Rogers)									65 Days
Vine									30 inch, dark, heavy
Pod									4 inch, dark, pointed
Seed									large size, wrinkled
Wilt Resistant									
Sieve	1	2	3	4	5	6	7	8	
%	3	6	9	19	26	31	6		
ONEIDA (Rogers)									65 Days
Vine									30 inch, dark, heavy
Pod									3½ inch, dark, blunt, double
Seed									large, green, wrinkled
Wilt Resistant									
Sieve	1	2	3	4	5	6	7	8	
%		6	11	18	33	28		4	
PERFECTED FREEZER									70 Days
Vine									28 inch, fairly heavy, medium dark
Pod									3½ inch, light, blunt, double
Seed									medium size, wrinkled
Wilt Resistant									
Sieve	1	2	3	4	5	6	7	8	
%		3	9	28	30	25		5	
THOS LAXTON (Rogers No. 251)									62 Days
Vine									30 inch, dark, slim
Pod									3½ inch, dark green, blunt
Seed									large, wrinkled
Wilt Resistant									
Sieve	1	2	3	4	5	6	7	8	
%	2	5	6	15	27	25	20		



PERFECTED FREEZER
Dark green Seed Coat and Cotyledon
A Smaller Sieve heavy producer



VICTORY FREEZER (Rogers)

65 Days

Vine	-----	29 inch, dark, slim
Pod	-----	3 1/4 inch, dark, blunt, double
Seed	-----	medium size, dark green, wrinkled
Wilt Resistant	-----	All America Bronze Medal

Sieve	1	2	3	4	5	6	7	8
%	5	11	24	33	23	4		

PEAS—Garden Varieties

ALDERMAN (Tall Telephone)	72 Days
Vine	40 inch, dark, heavy
Pod	4½ inch, dark, pointed
Seed	very large, wrinkled
Wilt Resistant	
ALASKA	58 Days
Vine	28 inch, light, slim
Pod	2½ inch, light, blunt
Seed	medium size, smooth
Wilt Resistant	
AMEER (Claudit-Bountiful)	60 Days
Vine	30 inch, dark, medium
Pod	3 inch, dark, pointed
Seed	large size, smooth
Wilt Resistant	
DWARF ALDERMAN (Rogers)	76 Days
Vine	22 inch, dark, heavy
Pod	4½ inch, dark, pointed
Seed	very large size, wrinkled
Wilt Resistant	
DWARF GREY SUGAR	62 Days
Vine	24 inch, dark, medium
Pod	2¾ inch, light, pointed
Seed	small, grey, smooth
Wilt Resistant	
DWARF MARKET (Rogers)	70 Days
Vine	28 inch, dark, heavy
Pod	4¼ inch, dark, pointed
Seed	very large, wrinkled
Well filled pods for Market Gardener	
EVERBEARING	80 Days
Vine	26 inch, dark, heavy
Pod	3 inch, light, blunt
Seed	very large, wrinkled
Wilt Resistant	



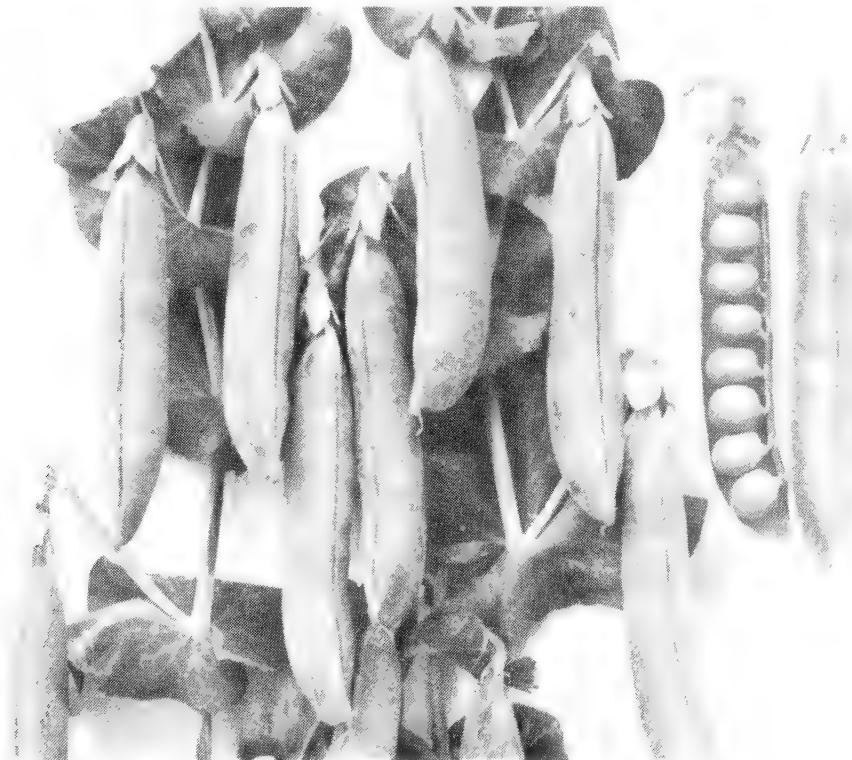
FREEZONIAN (Rogers)

63 Days

Vine	30 inches, dark, medium
Pod	3½ inches, dark green, blunt
Seed	large, wrinkled
Wilt Resistant	Broad full sized Market Pod

PEAS—Garden Varieties

GILBO (Rogers)	70 Days
Vine	28 inch, dark, heavy
Pod	4½ inch, dark, pointed
Seed	very large, wrinkled
Wilt Resistant	
EARLY GIANT (Rogers)	66 Days
Vine	24 inches, dark, heavy
Pod	4½ inches, dark, pointed
Seed	large, wrinkled
GRADUS, IMPROVED (Rogers)	65 Days
Vine	36 inch, dark, heavy
Pod	4 inch, dark, pointed
Seed	large, wrinkled
Wilt Resistant	
HUNDREDFOLD (Laxtonian)	65 Days
Vine	20 inch, dark, heavy
Pod	4 inch, dark, pointed
Seed	large, wrinkled



ICER No. 95 SHIPPING PEA

PEAS—Garden Varieties

ICER No. 95 (Rogers)	74 Days
Vine	24 inch, coarse, dark
Pod	4½-5 inch, dark, pointed
Seed	very large, wrinkled
Wilt Resistant	Picture Below
LAXTON'S PROGRESS	64 Days
Vine	15 inch, dark, heavy
Pod	4½ inch, dark, pointed
Seed	large, wrinkled
MORSE No. 9	64 Days
Vine	15 inch, dark, heavy
Pod	4½ inch, dark, pointed
Seed	large, wrinkled
LAXTON'S SUPERB	60 Days
Vine	18 inch, light, coarse
Pod	4 inch, dark, pointed
Seed	large, oval, smooth
Sometimes called Early Bird	
LITTLE MARVEL	63 Days
Vine	18 inch, dark, medium
Pod	3 inch, dark, blunt
Seed	large, wrinkled
ONEIDA (Rogers)	65 Days
Vine	30 inch, dark, heavy
Pod	3½ inch, dark, blunt, double
Seed	large, green, wrinkled
Wilt Resistant	
Use—Freezing and Garden	
PED. EX. EARLY (First & Best)	58 Days
Vine	24 inch, light, slender
Pod	2½ inch, light, blunt
Seed	cream, medium size, smooth
Wilt Resistant	
PREMIER (Rogers)	60 Days
Vine	22 inch, medium, heavy
Pod	2¾ inch, light, blunt
Seed	medium size, wrinkled

PEAS—Garden Varieties

THOMAS LAXTON (Rogers 251)

Vine	30 inch, dark, slim
Pod	3½ inch, dark green, blunt
Seed	large, wrinkled
Wilt Resistant	

VICTORY FREEZER (Rogers)

Vine	29 inch, dark, medium heavy
Pod	3½ inch, dark, blunt, double
Seed	medium size, dark green, wrinkled
Wilt Resistant	

Use—Freezing and Garden

WORLD'S RECORD—EARLY GRADUS

Vine	24 inch, light, medium
Pod	3½ inch, dark, pointed
Seed	large, wrinkled



Modern handling methods in Seed Pea warehouse in Idaho Falls, Idaho

BEANS—Bush Green Pod

BOUNTIFUL	51 Days
Pods are 7 inches long, straight, broad, flat, light green. Seed straw color. Stringless	Garden & Canning Variety
CONTENDER (Buff Valentine)	55 Days
Pods are 6½ inches long, slim, near round, dark green and stringless. Seed, buff, lightly mottled.	Mosaic Resistant Market Garden & Shipping
FULL MEASURE, IMPROVED (Rogers)	60 Days
Pods are 6 inches long, fairly straight, round, dark green. Seeds: Reddish brown, mottled with buff	Stringless. Canning & Garden Variety
FULLGREEN	54 Days
Pods 5½ inches long, dark green, round, stringless. Mosaic Resistant and tolerant to several other diseases. Seed: Mouse grey to olive brown	Garden & Canning Variety
GIANT STRINGLESS	56 Days
Pods are 6 inches long, round, fairly straight, light green. Stringless. Seed: Yellowish brown	Garden & Canning Variety
LANDRETH STRINGLESS (Burpees)	54 Days
Pods are 6 to 7 inches long, fairly straight, round, dark green. Stringless. Seed: Light coffee brown.	Garden & Canning Variety
LOGAN, IMPROVED	56 Days
Pods are 6 inches long, round, dark green. Stringless This strain is elevated or high bush type	Mosaic Resistant Garden & Canning Variety
NEW STRINGLESS (Tendergreen) Impd.	56 Days
Pods are 6 inches long, round, dark green, fairly straight. Stringless. This strain is MOSAIC RESISTANT. Seed: Brownish purple, mottled fawn.	

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ROGERS BROS. SEED CO.

1951



IMPROVED NEW STRINGLESS
(Tendergreen)
ROGERS MOSAIC RESISTANT STRAIN
A hardy more productive improvement

BEANS—Bush Green Pod

LONGREEN (Rogers)	56 Days
Pods are 7 inches long, round, straight, dark green. Stringless.	
Seed: Brownish purple mottled with fawn	Garden & Canning Variety
PLENTIFUL (Black Seeded Bountiful)	53 Days
Pods similar to Bountiful, slightly longer and darker green. Straight.	
Stringless	
Seed: Black	Garden Variety
RANGER	56 Days
Pods round, mostly straight, stringless, silvery green.	Mosaic Resistant
Seed: White	Canning Variety
REFUGEE, IDAHO	66 Days
Pods are 5½ inches long, round, slightly curved, medium green. Stringless	
Mosaic Resistant	
Seed: Purple splashed with buff.	Canning Variety
ROGERS SENSATION REFUGEE	64 Days
No. 1066	
Pods 5½ inches long, round, straight, medium green and stringless.	
Mosaic Resistant	
Seed: Purple splashed with buff.	Canning Variety
ROGERS SENSATION REFUGEE	67 Days
No. 1071	
Pods 5½ inches long, round, straight, medium green and stringless.	
Mosaic Resistant	
Seed: Purple splashed with buff.	Canning Variety



ROGERS IDAGREEN
(Dark Pod Refugee)

Vigorous bush type without runners. Pods $5\frac{1}{2}$ inches long, round, straight, dark green. Less fiber and much darker than Refugees.

STRINGLESS

Seed: Purple splashed with buff.

MOSAIC RESISTANT

BEANS—Bush Green Pod

RIVAL (USDA No. 6)

54 Days

Pods 5½ to 6 inches long, round, dark green

Stringless

Seed: purple, brown mottled.

Mosaic Resistant
Garden & Canning



SLENDERGREEN (Rogers)

A very early bush bean maturing in 54 days. Pods 6 inches long, round, straight, slim and dark green. Stringless. Uniform maturity.

Seed: Purple splashed with buff.

Garden & Canning Variety

BEANS—Bush Green Pod

RUBY DWARF HORTICULTURAL

Pods 4 to 5 inches, broad, flat, dark green, streaked with red.

Seed: yellowish pink streaked with maroon

56 Days

Stringless



SUPERGREEN (Rogers)

With a 58 day maturity this All-America Bronze Medal Winner produces a 6 to 7 inch long, slim, smooth, dark green and stringless.

Seed: Light brown mottled with buff

BEANS—Bush Green Pod

STREAMLINER (Granada)	50 Days
Pods are 7 to 8 inches long, flat, tender in early stages and stringless	
Seed: White	Garden Variety
STRINGLESS BLACK VALENTINE	55 Days
Pods are 6 inches long, narrow, oval, dark green, good quality, stringless.	
Seed: Black	Good Shipper
STRINGLESS RED VALENTINE	54 Days
Pods are 5 inches long, round, somewhat curved. A selection from Red Valentine.	
Seed: Red splashed with buff.	Garden Variety
TENNESSEE GREEN POD	52 Days
Pods are 7 inches long, very broad, flat, dark green. Stringy. Very popular in the South.	
Seed: Broad, flat, dk. brown.	Garden Variety



TOPCROP
(USDA No. 1)

Vine is 15 to 17 inches high. The pod concentration is good. It is early maturing in 52 days. Pods are $5\frac{1}{2}$ inches long, stringless, round, dark green. Mosaic Resistant

Seed: Brown with buff mottle. Garden & Canning Variety

BEANS—Bush Wax Pod

BRITTLE WAX (Round Pod Kidney)	62 Days
Pods are 6 inches long, very slightly curved, round, yellow, stringless.	
Seed: White with black eye.	Garden & Canning
BRITTLE WAX, IMPROVED	64 Days
Pods are 6 to 6½ inches long, round, very slightly curved, yellow, stringless.	
MOSAIC RESISTANT	More prolific
Seed: White with black eye.	Garden & Canning Variety
BRITTLE WAX, WHITE SEED (Kinghorn)	62 Days
Pods 6 inches long, slightly curved, round, yellow, stringless.	
Seed: Pure white	Garden & Canning Variety
CHEROKEE WAX	58 Days
Pods 6 inches long, flat to oval, deep yellow, stringless. An improved type of Sure Crop Black Wax with narrower pod.	
Seed: Black	Garden Variety
DAVIS STRINGLESS WHITE WAX	52 Days
Pods are 6 to 6½ inches long, flat, slightly curved, light yellow, stringless.	
Seed: White	Garden Variety
PENCIL POD BLACK WAX	65 Days
Pods are 5½ to 6 inches long, round, slightly curved, yellow, stringless.	
Seed: Black	Garden Variety
FUREGOLD WAX (Rogers)	65 Days
Pods are 5½ to 6 inches long, slim, round, very golden yellow, stringless.	
Seed: White with light brown around the eye	
MOSAIC RESISTANT	Garden & Canning Variety
ROGERS SENSATION WAX No. 1	55 Days
Pods 5½ inches long, slim, deep golden yellow, straight, round, stringless.	
Very concentrated podding habit and first early.	
Seed: White with brown eye.	Garden & Canning Variety

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BRITTLE WAX, IMPROVED
Rogers New Mosaic Resistant Strain
Description next page

BEANS—Bush Wax



PUREGOLD WAX (Rogers)
Mosaic Resistant Deep Yellow

STRINGLESS KIDNEY WAX (Impd.) 62 Days

Pods are 6 inches long, oval, quite straight, deep yellow, stringless.

Seed: White with black eye. Garden & Canning Variety

SURE CROP (Bountiful Wax) 62 Days

Pods are $6\frac{1}{2}$ inches long, flat, straight, deep yellow, stringless.

Seed: Black Garden Variety

TOP NOTCH GOLDEN WAX (Imp. Gold.) 50 Days

Pods are 5 inches long, flat, straight, yellow, stringless.

UNRIVALLED WAX 51 Days

Pods are 5 inches long, narrow, fairly straight, yellow, fleshy, stringless when young

Seed: Small, glossy brown. Garden Variety

BEANS—Pole

BLUE LAKES, BLACK SEEDED (Rogers) 65 Days
 Vine 5 foot, dark green. Pods 7 inches, straight, round, stringless.
 Resistant to Common Bean Mosaic.
 Seed: Black Garden & Canning Variety

CANFREEZER 60 Days
 Vine about 3 foot. Pods 5 to 6 inches, round, medium dark green, straight, stringless.
 Seed: Black Garden & Canning

GREEN SAVAGE 62 Days
 Vine about 4 foot. Pods 5 to 6 inches, oval, medium dark green, mostly stringless.
 Seed: Black Garden Variety

IDEAL MARKET (Black Creaseback) 60 Days
 Vine about 3½ foot. Pods 5½ inches, dark green, round. Stringless when young.
 Seed: Black Garden Variety

KENTUCKY WONDER (Old Homestead) 65 Days
 Vine 5 foot, vigorous. Pods 7½ inches, round, curved, silver green.
 Stringless when young.
 Seed: Light brown, flat oval. Garden Variety

ST. LOUIS PERFECTION 62 Days
 Vine 5 foot, large, medium green, open leaves. Pods 8 inches, straight, round, fleshy, silvery green. Stringless in the young stages.
 Seed: White, very plump.
 Sometimes called White Kentucky Wonder. Garden Variety

BEANS—Bush Lima

FORDHOOK BUSH

75 Days

Bush 19 inches, gray green. Pods 5 inches, straight to recurved, thick, plump, 3 to 5 beans.

Seed: Potato type, dimpled, greenish white.

FORDHOOK, CONCENTRATED

72 Days

Plants are stocky without tendrils. The majority of the pods set in the lower portion of the plant. Pods and seeds are slightly smaller than Regular Fordhook. Very prolific.

FORDHOOK 242 BUSH

70 Days

A top ranking All-American vegetable. Similar to Regular Fordhook but pods are shorter and uniformly curved. Most pods contain four seeds that shelled are identical to regular Fordhook. 242 has outstanding ability to set under adverse conditions, particularly in high temperatures. Excellent quality. Recommended for freezing.

Seed: Creamish green and light green.

HENDERSON BUSH

65 Days

Bush 16 inch, erect, runnerless, dark, glossy green. Pods 3½ inch, curved, flat, dark green with 3 to 4 beans.

Seed: Small, white, flat.

Canning & Freezing

IMPROVED EARLY THOROGREEN BUSH

65 Days

Bush 16 inches, erect, runnerless, dark, glossy green. Pods 3½ inches, curved, flat with 2 to 4 beans. Some habits as Henderson Bush, except for distinguishing feature of green cotyledons.

Seed: Green except for lighter shades bleached.

Canning & Freezing Variety

1876

SEVENTY-FIFTH ANNIVERSARY

1951



HARVEY W. MAUTH
Self pollinating sweet corn at Caldwell, Idaho.

SWEET CORN

Developments in the field of hybridization during the last twenty years have revolutionized the sweet corn seed industry. As a result of hybrid introductions during that period, seedsmen are able to offer their customers sweet corn with greater uniformity of ear type, plant habit and maturity than that possessed by open-pollinated varieties formerly used. Greater disease resistance, increased yields, and improved eating and processing qualities are to be found in the better hybrids.

Our sweet corn breeding and trials program is designed to maintain excellent strains of the generally accepted hybrid and open-pollinated types, as well as to develop and test new hybrids that will offer improvement in quality, yield, kernel character, ear type and plant habit.

An intense inbreeding program is carried on to originate new inbred lines and hundreds of experimental hybrids are made annually for testing in our trial plots. Only a very small percentage of such new crosses tested survive the critical evaluation to which they are subjected, as it is our intention to introduce only those hybrids which show definite superiority over established types of sweet corn in current usage.

Carefully selected and maintained parent stocks are used in our program. All possible care is exercised to maintain inherent purity of this parental material in the crossing fields by observing definite rules governing optimum isolation, careful roguing, and thorough and timely detasseling. Frequent inspections made during the growing season give assurance that the best field production practices are being employed.

In all processing steps, from field harvest through drying, shelling, cleaning and the final hand-picking, every precaution is taken to use the best techniques and machinery of the latest design to avoid mechanical injury and to produce seed of uniformly high vitality.

We wish to express our sincere appreciation to the personnel of the several Colleges and Universities through whose efforts and hybrid introductions much of the progress in sweet corn improvement has been made.

SWEET CORN

The following descriptive data is a summary of information recorded on our trial grounds over a period of many years. This data is comparative and would be expected to vary somewhat with the climatic and soils factors encountered in the various corn growing areas.



SWEET CORN

BURBANK BANTAM	80 to 84 Days
Ears 7 to 8 inch, with 12 to 14 rows of deep, yellow kernels. Equal in flavor to 8 row Bantam. Stalks $5\frac{1}{2}$ to 6 feet. Produces well under adverse conditions. Among the best of the open pollinated varieties for garden and market.	
BURBANK NORTHERN CROSS (Selected Top Cross)	84 to 88 Days
Stalks 6 to 7 feet. Hardy, prolific, resistant to wilt and ear worm. Ears 8 to 9 inches with 12 to 16 rows of deep yellow kernels. Good quality and nice uniformity of ear size and maturity. For Garden and Market.	
CARMELCROSS	75 Days
Ears $7\frac{1}{2}$ inches, 12 to 14 rows, broad medium depth yellow kernels. More slender than Marcross C13X6. Stalk 5 to $5\frac{1}{2}$ foot and taller than Marcross C13X6. An early, midseason, widely adapted Hybrid. High quality for canning and freezing as well as market garden.	
COUNTRY GENTLEMAN	95 Days
Ears, 7 to 8 inches, deep, white, slender, kernels with no row formation. Tender, sweet, excellent flavor. Small cob. Flag leaves. Stalk $6\frac{1}{2}$ to $7\frac{1}{2}$ feet. Used primarily for home gardening.	
COUNTRY GENTLEMAN ILL. 8 x 6 (Hybrid)	90 Days
Ears 7 to 8 inches with very deep, small, tender, white kernels. Outstanding quality and cut per ton. Uniform. Sturdy 7 foot stalk. Produced from carefully bred and selected inbreds.	
COUNTRY GENTLEMAN ILL. No. 13 (Hybrid)	92 Days
Ears 8 inches with narrow, deep, white, kernels. Stalk 8 to $8\frac{1}{2}$ feet. One of the highest yielding quality strains, superior to 8 x 6. Has white interior silk and excellent holding qualities.	

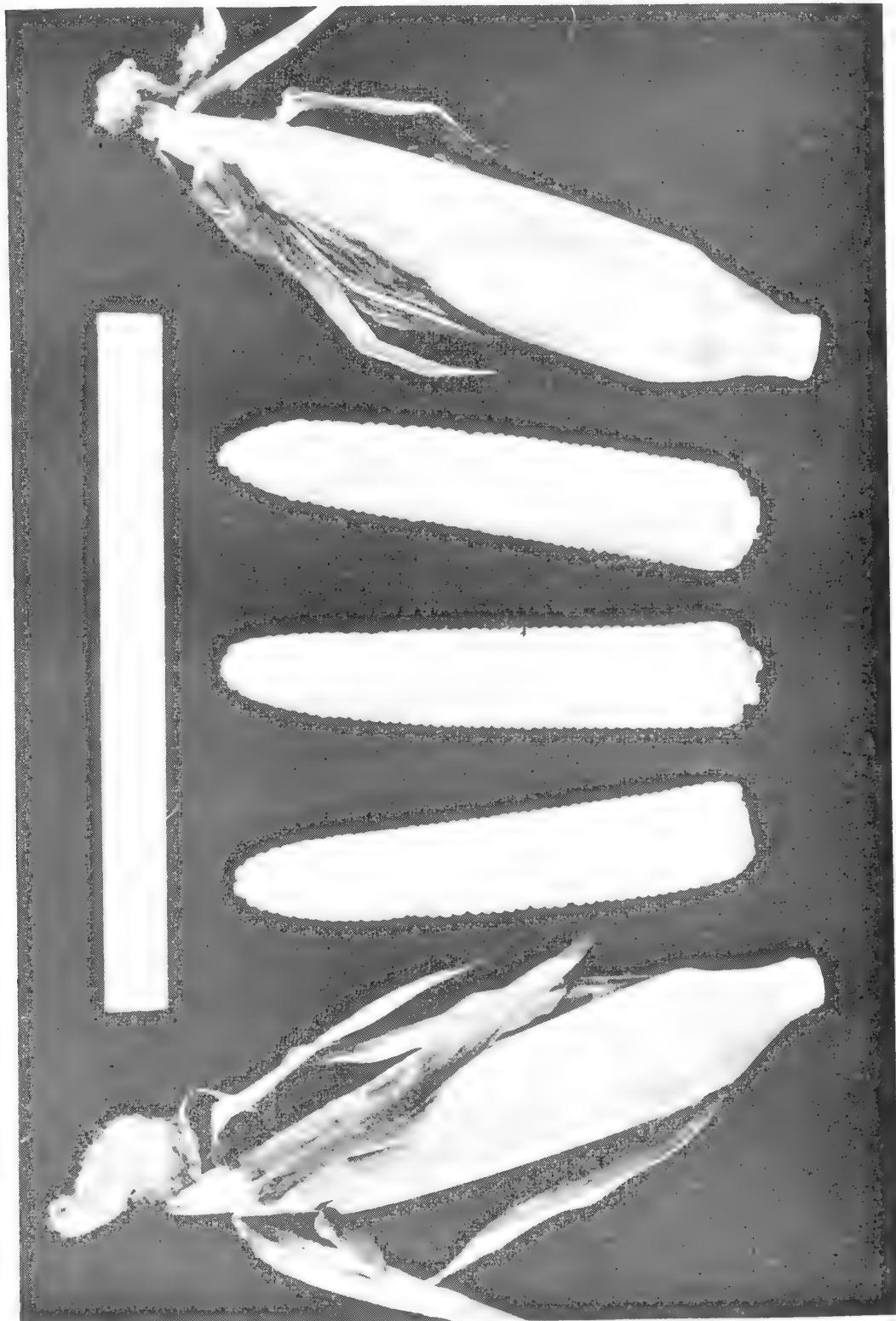
SWEET CORN

EARLY EVERGREEN	90 Days
Ear 8 inches, 14 to 20 rows of deep, white kernels of good quality and sweetness. Stalks 7 to 8 feet. Used for market garden and canning. A selected strain in the Evergreen class.	
GILL'S GOLDEN EARLY SWEET	63 Days
Ears $6\frac{1}{2}$ to $7\frac{1}{2}$ inches with 12 to 14 rows of fairly wide, golden yellow kernels, sweet and tender. Stalk 4 to $4\frac{1}{2}$ feet. An excellent variety for home and market garden.	
GOLDEN BANTAM 8 ROWED	78 to 80 Days
Ears 6 to 8 inches with 8 rows of kernels of finest flavor and sweetness. Usually produces two ears per stalk. Stalk $5\frac{1}{2}$ to 6 feet. An excellent selected strain. Hardy and well known.	
GOLDEN CROSS BANTAM (Hybrid)	88 Days
Ears 8 to $8\frac{1}{2}$ inches with 12 to 14 rows of golden kernels. Sweet and tender. Top yielder, resistant to wilt. Very uniform. Stalk 6 to $6\frac{1}{2}$ feet. A hardy top quality corn. The foremost yellow hybrid on the market today. Very wide range of adaptability. Used for garden, market, canning and freezing.	
GOLDEN OR BANTAM EVERGREEN	85 to 90 Days
Ears 7 to 8 inches with 12 to 16 rows of medium width kernels. Good quality. Stalk 6 to 7 feet. A selection from a cross between Golden Bantam and Stowells Evergreen. Garden and market.	
GOLDEN GIANT	80 to 85 Days
Ears 7 to 8 inches with 12 to 16 rows of rather narrow, deep yellow kernels of good quality. Stalk 6 to 7 feet. A selection from a cross between Howling Mob and Golden Bantam. A garden and market corn.	
GOLDEN SUNSHINE	72 to 76 Days
Ears $7\frac{1}{2}$ inch with 12 to 14 rows of medium wide, deep yellow kernels of fine quality. Stalk 5 to 6 feet. Fine for early market or home garden, especially in Northern areas.	

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ROGERS BROS. SEED CO.

1951



GOLDEN CROSS BANTAM (Rogers)

SWEET CORN

HOWLING MOB

87 Days

Ears $7\frac{1}{2}$ inches with 12 to 16 rows of white, plump, medium width kernels. Sturdy 7 foot stalk. A prolific variety of good quality for home and market gardening.

IONA (Hybrid)

90 Days

Ears $8\frac{1}{2}$ inches with 12 to 14 rows of medium width, light yellow kernels of excellent quality. Uniform. Stalk 7 to $7\frac{1}{2}$ feet. A high yielding hybrid becoming increasingly popular for canning and market gardening.

ILLINOIS GOLDEN HYBRID No. 10

89 Days

Ears 8 inches, medium thickness, 12 to 14 rows, deep, medium width and medium yellow kernels. Average tenderness and sweetness. Ear tips well covered. Short shank. Excellent uniformity. Stalks 7 feet, sturdy and very few suckers. White interior silk. For canning and market.

IOCHIEF (Hybrid)

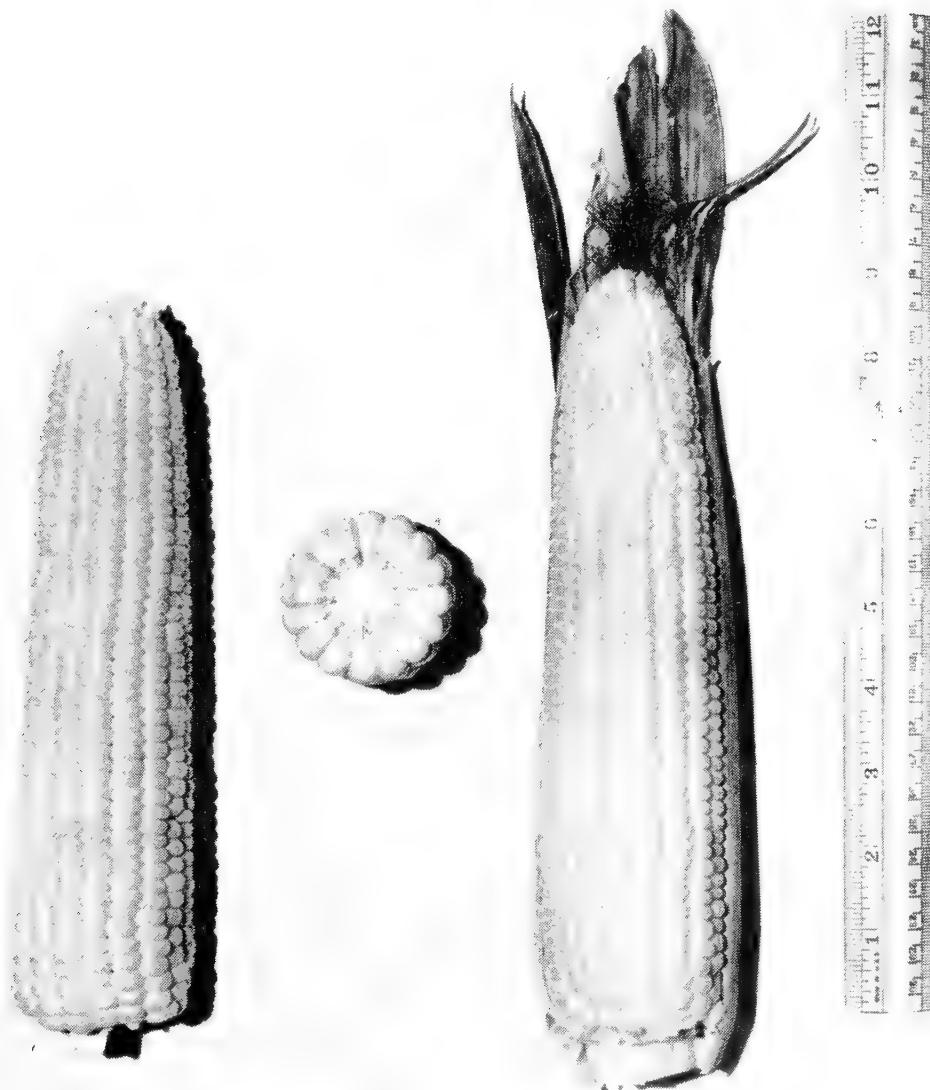
89 Days

An outstanding yellow hybrid developed by Dr. E. S. Haber of Iowa State College. Iochief has a top rating on basis of yield and cutting percentage. Excellent performance under drought conditions. Good flavor and tenderness.

Stalk 7 to $7\frac{1}{2}$ feet and virtually tillerless. Ears set well up on stalk for ease of harvesting. Ears $8\frac{1}{2}$ to 9 inches long, cylindrical, filled to tips and with 16 to 20 rows of very deep, narrow kernels. A clean silker. Good husk coverage. Holds prime quality well in the field.

High yield, top cut per ton, good color and quality plus refined kernel character combine to make Iochief an ideal canning and freezing variety of corn.

SWEET CORN



IOCHIEF

1950 crops have proven this variety to be outstanding.

LINCOLN (Hybrid)

82 Days

Ears 8 to 8½ inches with 14 to 18 rows, medium narrow kernels. Stalks 6½ to 7 feet, erect, resists lodging and ears born high. A cross of inbreds P39xC23. Primarily for market gardeners wanting large early ears. Good yielder.

SWEET CORN

MARCROSS C13x6 (Hybrid)	71 Days
Ears 7 to 7½ inches with 10 to 14 rows of fairly large, yellow kernels. Fairly good quality. Stalk 4½ to 5 feet. An early garden and market corn well known in all corn growing areas. A prolific producer.	
MARCROSS NORTHERN (Selected Top Cross)	68 to 73 Days
Ears 7 to 8 inches with 14 to 16 rows of medium width, yellow, deep kernels. Sweet, tender. Stalk 5½ to 6 feet. A popular, large eared, early variety for market garden. Demand for this variety is growing rapidly.	
NARROWGRAIN EVERGREEN ILL. 14x11 (Hybrid)	93 Days
Ears 8 inches with 18 to 22 rows of deep, slender, white kernels of fine quality. A few flag leaves. Stalk 8 feet. Good yield. Produces a more fancy kernel than 14 x 13.	
NARROWGRAIN EVERGREEN ILL. 14x13 (hybrid)	93 Days
Ears 8 inches with 16 to 20 rows of very deep, medium width, white kernels of fine quality. Tender and sweet. Few flag leaves. Stalk 8 feet, well rooted. A high yielder, increasingly popular as a canning variety.	
ROGERS GOLDEN HYBRID 394	89 to 90 Days
Ears 8 inches with 14 to 16 rows of yellow kernels slightly larger than Golden Cross. Good quality. Stalk 8 feet, sturdy with ears set higher than Golden Cross, slightly longer shanks. An excellent new hybrid which in all our trials outyields Golden Cross.	
SIXTY DAY GOLDEN	60 Days
Ears 6 to 7 inches with 12 rows of rather wide, yellow kernels of very good quality. Stalk 5 feet. Ears of satisfactory size for early garden or market corn.	

SWEET CORN

SIXTY DAY WHITE

60 Days

Ears 6 to 7 inches with 12 rows of rather wide, white kernels of good quality. Stalk 5 feet. Ears of satisfactory size for early garden or market gardening.

SPANCROSS (Hybrid)

66 Days

Ears medium 6 to 7 inches with about 12 rows of yellow kernels. Uniform in maturity and good quality. Stalk 4 feet, stocky, ears set low. Extra early, wilt resistant and somewhat resistant to cold. A cross of inbreds C13xC4.

STOWELLS EVERGREEN

95 to 100 Days

Ears 8 to 9 inches, 16 rows of deep, white kernels. Stalk 7 to 8 feet with very few suckers. Bred from selected, hardy strains. A high yielding, large eared Stowells for canning, market and gardening.

STOWELLS EVERGREEN (Hybrid)

95 Days

Ears 8½ inches with 16 to 20 rows of medium wide, white kernels. Stalk 8 feet with very few suckers. Good quality.

TENDERGOLD (Selected Top Cross)

77 Days

Ears 7 to 7½ inches with 12 to 16 rows of golden, narrow, deep kernels. Sweet, tender, fine quality. Stalks 5 to 5½ feet. A hardy strain of satisfactory yield for canning, market or home gardening.

WHIPPLES EARLY YELLOW

80 to 85 Days

Ears 7 to 8 inches with 12 to 16 rows of broad, deep, yellow kernels. A large eared type. Fine quality. Stalk 6 to 7 feet. A market and home gardening variety.

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SEVENTY - FIFTH ANNIVERSARY

1951



ONE OF THREE SEED PROCESSING PLANTS AT IDAHO FALLS, IDAHO



ASSEMBLY AND DISTRIBUTING TRANSIT WAREHOUSES, GREELEY, COLORADO

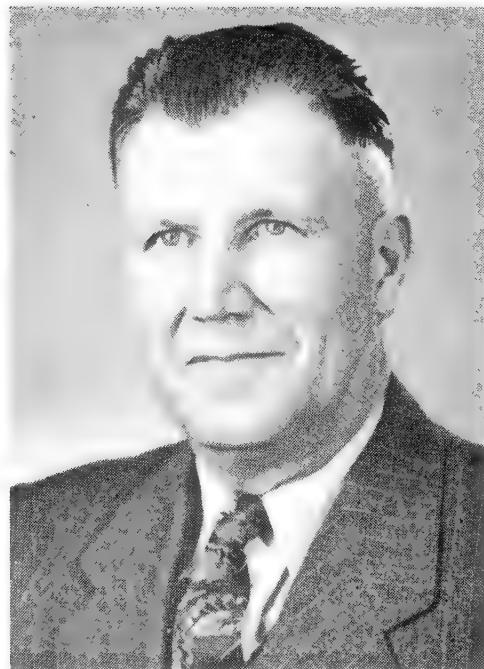
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ROGERS BROS. SEED CO.

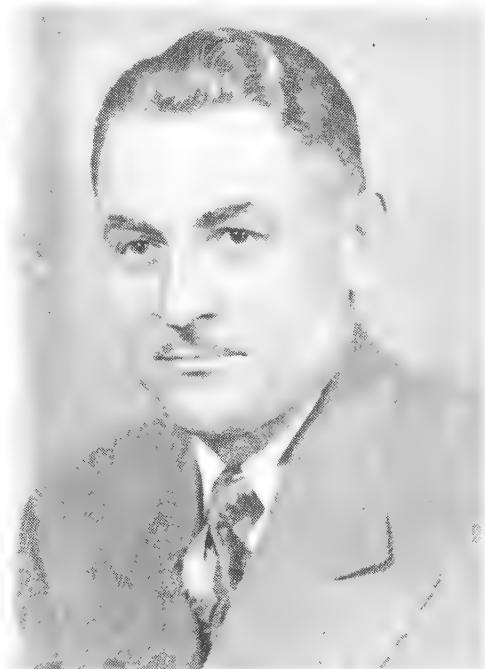
1951



SEED PEA PROCESSING PLANT, COLFAX, WASHINGTON



A. C. (TED) TURNER
Mgr. *Greeley, Colorado*



ROY E. LORDS
Mgr. *Colfax, Washington*

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SEVENTY-FIFTH ANNIVERSARY

1951



SEED PEA PLANT
Rigby, Idaho



SEED PEA PLANT
Ashton, Idaho

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ROGERS BROS. SEED CO.

1951

WARD H. COSTLEY
General Upper Valley Manager
Rigby, Idaho



ALBERT B. DUNN
Manager
Ashton, Idaho



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SEVENTY-FIFTH ANNIVERSARY

1951



SEED PEA PLANT
Dillon, Montana



SEED PEA PLANT
Greenacres, Wash.

1876

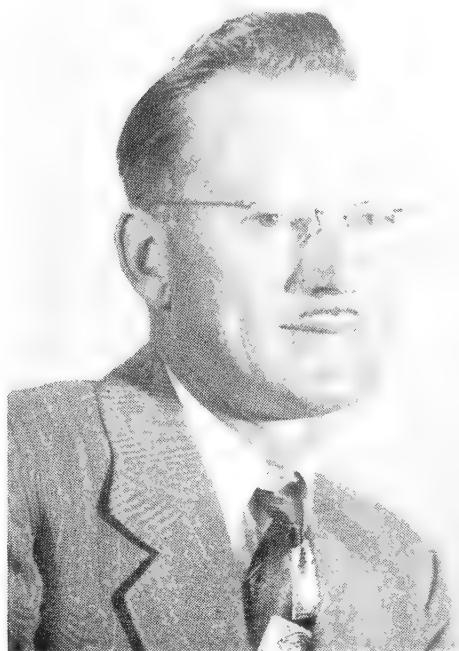
R O G E R S B R O S . S E E D C O .

1951

DEE T. FLITTON

Manager

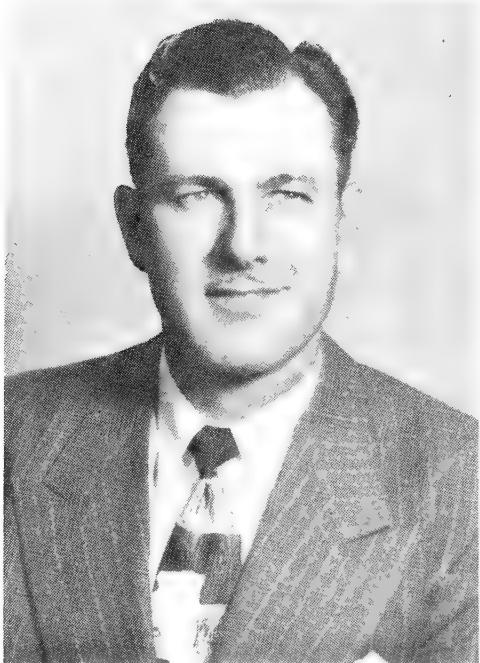
Dillon, Montana



DARYL WOOD

Manager

Greenacres, Wash.



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SEVENTY - FIFTH ANNIVERSARY

1951



SEED PEA PLANT
Powell, Wyoming



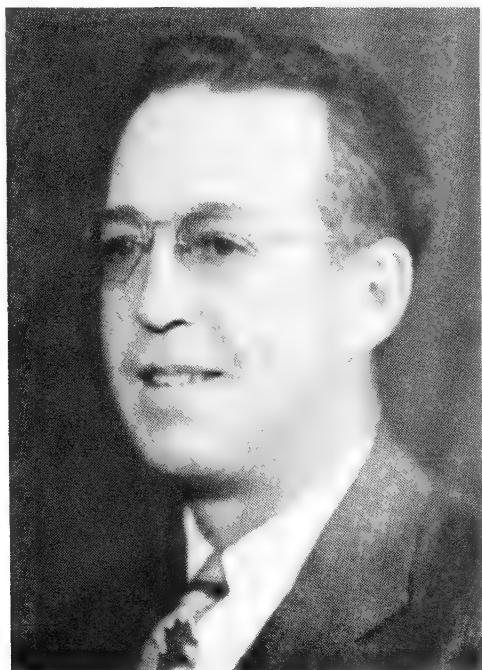
SEED BEAN PLANT
Twin Falls, Idaho

1876

R O G E R S B R O S . S E E D C O .

1951

REUEL C. LESSEY
Manager
Powell, Wyoming



J. H. (JACK) MURRI
Manager
Twin Falls, Idaho



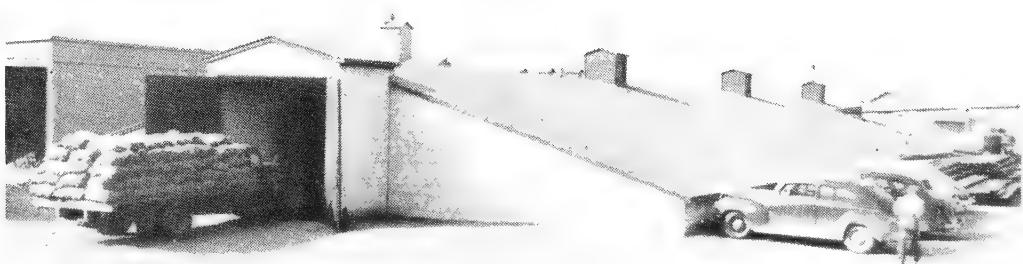
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SEVENTY - FIFTH ANNIVERSARY

1951



POTATO PRODUCTS PLANT, IDAHO FALLS, IDAHO
Potato Flour, Potato Cubes



RAW PRODUCT POTATO STORAGE
8,000,000 lb, capacity or equal to 10 day run

1876

ROGERS BROS. SEED CO.

1951



ROBERT H. THOMPSON

*Sales Manager
Food Products Division
Rogers Bros. Seed Co.
Chicago*

ROY KROLL
*Asst. Sales Manager
Food Products Division
Chicago*



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SEVENTY - FIFTH ANNIVERSARY

1951



MARIE NELSON

*Secretary
Food Products Division
Chicago*



REAR VIEW OF DEHYDRATING UNITS
Idaho Falls, Idaho

1876

ROGERS BROS. SEED CO.

1951



POTATO FLOUR PLANT
Grand Forks, North Dakota



WARREN C. DENNING
*Manager, Potato Division
Idaho Falls, Idaho*



ROY E. FERGUSON
*Manager
Grand Forks, N. Dakota*



ROGERS FARM STORE
Idaho Falls, Idaho

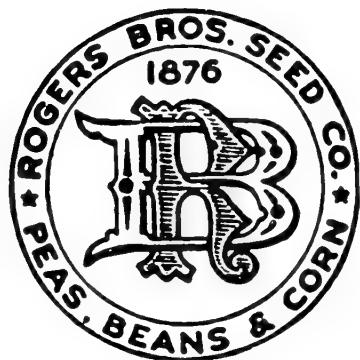


R. C. (DUTCH) MOLEN
Farm Store Manager



H. L. (MAC) McBIRNEY
*Manager, Chemicals and
Fertilizers*





THE SEAL OF QUALITY



THE SEAL OF QUALITY